



WKM

## ORDER

Flight Dates 09/18/12-09/24/12

Print Date 09/12/12 Page 1 of 2

<u>Contract / Revision</u>	257679	/	RPOF/HUK, GAE, GARD.
<u>Original Date / Revision</u>	09/12/12	09/12/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	POL/RPOF 3 PACK//R/STR/F	600 Fairmount Ave., Ste 306	Towson, MD 21286-1002
<u>Agency</u>	Mentzer Media Services		
<u>Buying Contact</u>	Elise Cloyd	<u>Sales Office</u>	PHI
600 Fairmount Ave., Ste 306		<u>Sales Region</u>	NAT
Towson, MD 21286-1002		<u>Agency Ref</u>	

Order Sep 00:15:00  
Estimate # 1950  
Alt Order # 06297682  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL GEN  
Product Codes PL-Candidate  
Priority P-2  
Advertiser Ref

### Primary Account Executive

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Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 26650

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	20	\$22,652.50	\$26,650.00	0.00	08/27/12	09/24/12	20	\$22,652.50	\$26,650.00
Totals	20	\$22,652.50	\$26,650.00	0.00					

## Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
1	WKMG	09/18/12	09/21/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$550.00	P-2	0.00	NM		4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		4	\$550.00			0.00						
2	WKMG	09/18/12	09/21/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$600.00	P-2	0.00	NM		4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		4	\$600.00			0.00						
E 3	WKMG	09/18/12	09/23/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFFS	:30	6	\$1,500.00	P-2	0.00	NM		6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTFFS		6	\$1,500.00			0.00						
E 6	WKMG	09/20/12	09/20/12	Thu Prime 10p Person of Interest	CM	10-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM		1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		1	\$8,000.00			0.00						



WKMG

Print Date: 09/12/12

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Contract / Revision257679Flight Dates 09/18/12-09/24/12Hiatus DatesOriginal Date / Revision 09/12/12 / 09/12/12Order Sep 00:15:00Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD. Estimate # 1950

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
E 6	WKMG	09/20/12	09/20/12	Thu Prime 10p Person of Interest	CM	10-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		1	\$8,000.00			0.00						
9	WKMG	09/23/12	09/23/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1	\$1,200.00			0.00						
10	WKMG	09/23/12	09/23/12	Face The Nation	CM	1030-11a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				Face The Nation												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1	\$1,200.00			0.00						
13	WKMG	09/24/12	09/24/12	11-12p Price Is Right	CM	11a-12p	1-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00	
				Price Is Right												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1	\$550.00			0.00						
14	WKMG	09/24/12	09/24/12	News at 6p	CM	6-630p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00	
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1	\$600.00			0.00						
15	WKMG	09/24/12	09/24/12	M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00	
				M-F 11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1	\$1,500.00			0.00						
													Totals	20	\$26,650.00	



WKM G

## ORDER

Print Date 09/12/12 Page 1 of 2

<u>Contract / Revision</u>	257678	/	RPOF/HUK, GAE, GARD.
<u>Original Date / Revision</u>	09/12/12	09/12/12	<u>Agency Com</u> 15% <u>Billing Contact</u>
<u>Advertiser</u>	POL/RPOF 3 PACK//R/STR/F	600 Fairmount Ave., Ste 306	Towson, MD 21286-1002
<u>Agency</u>	Mentzer Media Services		
<u>Buying Contact</u>	Elise Cloyd	<u>Sales Office</u>	PHI
600 Fairmount Ave., Ste 306	Towson, MD 21286-1002	<u>Sales Region</u>	NAT
		<u>Agency Ref</u>	

Order Sep 00:15:00  
Estimate # 1932  
Alt Order # 06297669  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL GEN  
Product Codes PL-Candidate  
Priority P-2  
Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 36300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	18	\$28,050.00	\$33,000.00	0.00	08/27/12	09/30/12	18	\$28,050.00	\$33,000.00
October 2012	3	\$2,805.00	\$3,300.00	0.00	10/01/12	10/01/12	3	\$2,805.00	\$3,300.00
Totals	21	\$30,855.00	\$36,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
1	WKMG	09/25/12	09/28/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		4	\$550.00			0.00						
2	WKMG	09/25/12	09/28/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		4	\$600.00			0.00						
E 3	WKMG	09/25/12	09/30/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFS	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTFS		6	\$1,500.00			0.00						
4	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00	



WKMG

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Contract / Revision

257678 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD. Estimate # 1932

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
4	WKM	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-----		1	\$10,000.00			0.00						
7	WKM	09/28/12	09/28/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	----1--		1	\$7,000.00			0.00						
8	WKM	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1	\$1,200.00			0.00						
9	WKM	09/30/12	09/30/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1	\$1,200.00			0.00						
11	WKM	10/01/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	1-----		1	\$1,000.00			0.00						
12	WKM	10/01/12	10/01/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	1-----		1	\$800.00			0.00						
13	WKM	10/01/12	10/01/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	1-----		1	\$1,500.00			0.00						
		<b>Totals</b>												21	\$36,300.00	



WKM G

## **ORDER**

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Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	<b>257676</b>	/	RPOF/HUK, GAE, GARD.	<u>Alt Order #</u>	<b>06297637</b>
<u>Original Date / Revision</u>	09/12/12	09/12/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash
				<u>Order Type</u>	GENERAL
				<u>Billing Cycle</u>	EOM/EOC
<u>Advertiser</u>	POL/RPOF 3 PACK//R/STR/F		600 Fairmount Ave., Ste 306 Towson, MD 21286-1002	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Mentzer Media Services			<u>Demographic</u>	A35+
<u>Buying Contact</u>	Elise Cloyd		<u>Sales Office</u> PHI	<u>Rev Codes</u>	AGY POL GEN
			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL-Candidate
			Agency Ref	<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

### **Primary Account Executive**

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Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 75450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	70	\$64,132.50	\$75,450.00	0.00	10/01/12	10/15/12	70	\$64,132.50	\$75,450.00
Totals	70	\$64,132.50	\$75,450.00	0.00					



WKMG

Print Date: 09/12/12

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Contract / Revision

257676 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD. Estimate # 1928

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals			
														Spots	Amount		
7	WKM	10/11/12	10/11/12	Thu Prime 9p	CM	9-10p	---1---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00		
No Show/see Thu 9p 1hr.																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		---1---		1	\$9,000.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WKM		10/08/12-10/14/12 Thu Prime 9p		9-10p											
See MG 7.3																	
3		V		V WKM 10/14/12-10/14/12 Sun Prime 7-8p		7-8p											
(1) MG for 7.1 10/11																	
8	WKM	10/12/12	10/12/12	Fri Prime 10p	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00		
Blue Bloods																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		----1--		1	\$7,000.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/08/12-10/14/12 Fri Prime 10p		9-10p		----Th----											
See MG 7.3																	
E 9	WKM	10/14/12	10/14/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00		
CBS Sunday Morning																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		-----S		2	\$1,300.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/08/12-10/14/12 CBS Sunday Morning		9-1030a		-----S											
10	WKM	10/14/12	10/14/12	Face The Nation	CM	1030-11a	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00		
Face The Nation																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		-----1		1	\$2,000.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/08/12-10/14/12 Face The Nation		1030-11a		-----1											
12	WKM	10/15/12	10/15/12	11-12p Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00		
Price Is Right																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/15/12		10/21/12		1-----		1	\$1,000.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/15/12-10/21/12 11-12p Price Is Right		11a-12p		1-----											
13	WKM	10/15/12	10/15/12	News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00		
News at 6p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/15/12		10/21/12		1-----		1	\$800.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/15/12-10/21/12 News at 6p		6-630p		1-----											
14	WKM	10/15/12	10/15/12	M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00		
M-F 11p News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/15/12		10/21/12		1-----		1	\$1,500.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/15/12-10/21/12 M-F 11p News		11-1135p		1-----											
N 15	WKM	10/09/12	10/12/12	CBS This Morning	CM	7-9a	-TWTF--	:30	8	\$350.00	P-2	0.00	NM	8	\$2,800.00		
The Early Show																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		-TWTF--		8	\$350.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/08/12-10/14/12 CBS This Morning		7-9a		-TWTF--											
N 16	WKM	10/09/12	10/12/12	Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00		
Local 6 News 12-1230p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		-TWTF--		4	\$250.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/08/12-10/14/12 Local 6 News 12-1230p		12-1230p		-TWTF--											
N 17	WKM	10/09/12	10/12/12	1230-2p CBS Soaps	CM	12:30-2p	-TWTF--	:30	8	\$800.00	P-2	0.00	NM	8	\$6,400.00		
Soaps																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>										
Week: 10/08/12		10/14/12		-TWTF--		8	\$800.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		V WKM 10/08/12-10/14/12 1230-2p CBS Soaps		12:30-2p</													



WKM

Print Date: 09/12/12

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Contract Revision

Contract Revision **257676** Flight Dates **10/09/12-10/15/12**

## Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

**Advertiser POL/RPOF 3 PACK/R/STR/ Product RPOF/HUK, GAE, GARD. Estimate # 1928**



WKMG

## **ORDER**

Print Date 09/12/12 Page 1 of 3

<u>Contract / Revision</u>	<b>257675</b>	/	<b>RPOF/HUK, GAE, GARD.</b>	<u>Alt Order #</u>	<b>06297660</b>
<u>Original Date / Revision</u>	09/12/12	09/12/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	POL/RPOF 3 PACK//R/STR/F		600 Fairmount Ave., Ste 306 Towson, MD 21286-1002	<u>Order Type</u>	GENERAL
				<u>Billing Cycle</u>	EOM/EOC
				<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Mentzer Media Services			<u>Demographic</u>	A35+
<u>Buying Contact</u>	Elise Cloyd		<u>Sales Office</u> PHI	<u>Rev Codes</u>	AGY POL GEN
600 Fairmount Ave., Ste 306			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL-Candidate
Towson, MD 21286-1002			<u>Agency Ref</u>	<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

### **Primary Account Executive**

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 76550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	43	\$65,067.50	\$76,550.00	0.00	10/01/12	10/08/12	43	\$65,067.50	\$76,550.00
<b>Totals</b>	<b>43</b>	<b>\$65,067.50</b>	<b>\$76,550.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
1	WKMG	10/02/12	10/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4	\$1,000.00			0.00					
2	WKMG	10/02/12	10/05/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4	\$800.00			0.00					
E 3	WKMG	10/02/12	10/07/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFFSS	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTFFSS		6	\$600.00			0.00					
E 4	WKMG	10/02/12	10/02/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/02/12	-T-----		1	\$3,000.00			0.00					



WKM

Print Date: 09/12/12

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Contract / Revision

257675

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision

09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD.

Estimate # 1931

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
E 4	WKM	10/02/12	10/02/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-T-----		1	\$3,000.00			0.00					
5	WKM	10/02/12	10/02/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-1-----		1	\$9,000.00			0.00					
7	WKM	10/04/12	10/04/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		---1---		1	\$9,000.00			0.00					
8	WKM	10/05/12	10/05/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		----1--		1	\$7,000.00			0.00					
9	WKM	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-----1		1	\$1,300.00			0.00					
10	WKM	10/07/12	10/07/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-----1		1	\$2,000.00			0.00					
12	WKM	10/08/12	10/08/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		1-----		1	\$1,000.00			0.00					
13	WKM	10/08/12	10/08/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		1-----		1	\$800.00			0.00					
14	WKM	10/08/12	10/08/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/08/12	10/14/12		1-----		1	\$1,500.00			0.00					
N 15	WKM	10/02/12	10/05/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-TWTF--		4	\$250.00			0.00					
N 16	WKM	10/02/12	10/05/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-TWTF--		4	\$1,000.00			0.00					
N 17	WKM	10/06/12	10/06/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		-----S-		1	\$4,000.00			0.00					
N 18	WKM	10/06/12	10/06/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKM

Print Date: 09/12/12

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Contract / Revision

257675 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:15:00

Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD. Estimate # 1931

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals		
													Spots	Amount	
N18	WKM	10/06/12	10/06/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1	\$1,100.00			0.00					
N19	WKM	10/07/12	10/07/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----S	:30	2	\$4,150.00	P-2	0.00	NM	2	\$8,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		2	\$4,150.00			0.00					
N20	WKM	10/07/12	10/07/12	NFL Game 2 NFL Game 2	CM	various (4:00 PM-7:00 PM)	-----S	:30	2	\$4,750.00	P-2	0.00	NM	2	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		2	\$4,750.00			0.00					
N21	WKM	10/08/12	10/08/12	News at 7p News at 7p	CM	7-7:30p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1	\$1,000.00			0.00					
N22	WKM	10/06/12	10/06/12	Sat Prime 9p Crimetyme Sat	CM	9-10p	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1	\$900.00			0.00					
N23	WKM	10/08/12	10/08/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1	\$250.00			0.00					
N24	WKM	10/08/12	10/08/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1	\$250.00			0.00					
N25	WKM	10/08/12	10/08/12	News at 5p News at 5p	CM	5-530p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1	\$650.00			0.00					
N26	WKM	10/06/12	10/06/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1	\$200.00			0.00					
Totals													43	\$76,550.00	